



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Waterfront Strategies  
1010 Wisconsin Ave., NW  
Suite 800  
Washington, DC 20007

## Contract # 196000

**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Majority PAC (15936)  
**Agency** Waterfront Strategies (4018)  
**Product** Political-Political (1088)  
**Brand** VA Sen Majority PAC 9/18-9/24 (71696)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Wood, Spencer  
**Phone/Fax** /  
**CPE** Majority PAC/Va Sen/Est. 1796 9/18-9/24  
**Account Types** Local/Political Issue Agency/  
**Billing Type** Standard  
**Comments** Est. 1796 VA Sen Maj PAC 9/18-9/24

**Date Entered** 09/17/12  
**Last Modified** 09/17/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$30,712.50  
**Net Total** \$174,037.50  
**Sales Tax**

**WJLA Arlington (WJLA)**

By Broadcast Month	Spots	Rate
Sep. 2012	70	\$204,750.00
<b>Grand Total:</b>	<b>70</b>	<b>\$204,750.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/17/12
2.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1	1	1	1	1			5	\$1,800.00	\$9,000.00	WJLA Arlington (WJLA)		9/17/12
3.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	9A- LIVE!	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/17/12
4.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	10:58A- ABC-THE VIEW	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/17/12
5.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/17/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R) SHOW	3		X	X	X	X			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/17/12
7.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	3:01P- ANDERSON COOPER SHOW	2	1	2	1	2				7	\$1,300.00	\$9,100.00	WJLA Arlington (WJLA)		9/17/12
7.0.1	Preempt	09/18/12															WJLA Arlington (WJLA)	Weather Cut-in/Spot -	
8.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2		X	X	X	X			2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		9/17/12
9.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			5	\$2,100.00	\$10,500.00	WJLA Arlington (WJLA)		9/17/12

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**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 70  
**Rate** \$204,750.00  
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10.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1	1	1			5	\$4,500.00	\$22,500.00	WJLA Arlington (WJLA)		9/17/12
11.0	Normal Line / SPOT	09/18/12-09/24/12	2	:30	7:27P- JEOPARDY	1	1	1	1	1	1			5	\$5,500.00	\$27,500.00	WJLA Arlington (WJLA)		9/17/12
12.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	12P- NEWS SATURDAY ABC 7 NEWS @12N							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		9/17/12
13.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/17/12
14.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7:29P- JEOPARDY WEEKEND							1		1	\$2,200.00	\$2,200.00	WJLA Arlington (WJLA)		9/17/12
15.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/17/12
16.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:58P- EMMY'S RED CARPET LIVE							1		1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/17/12
17.0	Normal Line / SPOT	09/18/12-09/24/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P	1	1	1	1	1	1			5	\$3,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/17/12
18.0	Normal Line / SPOT	09/18/12-09/20/12	3	:30	11:35P- ABC-ABC NIGHTLINE		1		1					2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		9/17/12
19.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	7:57P- ABC--DANCING WITH THE STARS	1								1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		9/17/12

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20.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	6:27P-6:30P (EST)	2		X	X	X	X			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/17/12
21.0	Normal Line / SPOT	09/18/12-09/21/12	3	:30	6:57P-7P (EST)	2		X	X	X	X			2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		9/17/12
22.0	Normal Line / COLLEGE FOOTBALL	09/22/12-09/22/12	3	:30	7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/17/12

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